

**HOUSE CONCURRENT
RESOLUTION No. _____**

DIGEST OF INTRODUCED RESOLUTION

A CONCURRENT RESOLUTION urging the Indiana Department of Transportation to rename the section of State Road 59 from U.S. Highway 40 to State Road 42 the "Orville Redenbacher Memorial Highway".

Morrison

_____, read first time and referred to Committee on



HOUSE CONCURRENT RESOLUTION

A CONCURRENT RESOLUTION urging the Indiana Department of Transportation to rename the section of State Road 59 from U.S. Highway 40 to State Road 42 the "Orville Redenbacher Memorial Highway".

Whereas, Orville Redenbacher was born in 1907 in Brazil, Indiana, and grew up on his family's farm;

Whereas, Mr. Redenbacher began growing popcorn at 12 years of age, saving enough money from this first business to attend college;

Whereas, Orville Redenbacher graduated from Brazil High School in 1924 in the top 5% of his class;

Whereas, Mr. Redenbacher attended Purdue University, graduating with a degree in agronomy in 1928;

Whereas, Even though his real passion was popcorn, Mr. Redenbacher worked as a school teacher and county agricultural agent, managed a 12,000 acre farm, and was a low level executive in the fertilizer industry;

Whereas, In 1951, with business partner Charles Bowman, Orville Redenbacher purchased a local corn seed business near Valparaiso, Indiana, George F. Chester and Son;

Whereas, Orville Redenbacher experimented with thousands of hybrid strains of popcorn before creating the perfect strain, named "Red Bow", which became the Orville Redenbacher brand in 1970;



Whereas, Orville Redenbacher Gourmet Popping Corn was introduced at Marshall Field's department store in Chicago, Illinois, and, within five years, was the leading national popcorn brand;

Whereas, Orville Redenbacher died on September 19, 1995; and

Whereas, The name Orville Redenbacher is synonymous with gourmet popcorn, and his product has become a national household snack: Therefore,

*Be it resolved by the House of Representatives
of the General Assembly of the State of Indiana,
the Senate concurring:*

1 SECTION 1. That the Indiana General Assembly honors the
2 memory of Orville Redenbacher and his many contributions to Indiana
3 by renaming the section of State Road 59 from U.S. Highway 40 to
4 State Road 42 in both directions the "Orville Redenbacher Memorial
5 Highway".

6 SECTION 2. That the Principal Clerk of the House of
7 Representatives transmit copies of this resolution to the family of
8 Orville Redenbacher and the commissioner of the Indiana Department
9 of Transportation.

